

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

IT Promotion – Commemorating the achievement of Two Crore citizen centric transactions by MeeSeva on 01.07.2013 at Ravindra Bharathi, Hyderabad – Release of advertisements in vernacular newspapers - Sanction and Release of an amount of Rs.39,88,875/- (Rupees Thirty Nine Lakhs Eighty Eight Thousand Eight Hundred and Seventy Five only) to various agencies – Orders – Issued.

**INFORMATION TECHNOLOGY, ELECTRONICS AND COMMUNICATIONS (Promotions) DEPARTMENT**

**G.O.Rt.No. 160**

**Dated:02 .09.2013**

**Read the following:**

- 1) Lr.No.21/Dis-Agen-PP/Advt.II/2013-14, dt:19.07.2013 of Commissioner, I&PR Dept, Hyd.
- 2) Lr.No.28/Dis-Agen-PP/Advt.II/2013-14/2, dt:26.07.2013 of Commissioner, I&PR Dept, Hyd.
- 3) Lr.No.25/Agency/Advt.II/2013-14 dt:05.08.2013 of Commissioner, I&PR Dept, Hyderabad.
- 4) From M/s.Catalysis Advertising India Pvt Limited, Hyderabad, Bill No.207, dt:13.07.2013.
- 5) From M/s.Touchstone Advertising Pvt Ltd, Hyd, Bill No.TAPL/129/2013-14, dt:18.07.2013.
- 6) From M/s.Adbridge Communications India Pvt Ltd, Hyderabad, Bill No.8031, dt:01.08.2013.
- 7) G.O.Rt.No.1926, Finance (EXPR.GAD-II) Department dt:06.04.2013.
- 8) U.O.Note No.105/IT&C/Budget/2013, IT&C Dept, dt:12.04.2013.
- 9) G.O.Rt.No.2558, Finance (EXPR.GAD-II) Department dt:04.07.2013.
- 10) U.O.Note No.104/IT&C/Budget/2013, IT&C Dept, dt:15.07.2013.

**ORDER:**

Commemorating the achievement of Two Crore citizen centric transactions by MeeSeva, IT&C Dept has organized a programme called “Two Crore transactions of MeeSeva – Commemoration event” on 01.07.2013 at Ravindra Bharathi, Hyderabad.

2. In this regard, for having visibility and wide publicity about organizing the programme, it has been decided to give advertisement in various newspapers such as Deccan Chronicle, Times of India, Eenadu, Sakshi, Andhra Jyothi, Namaste Telangana, etc, on 01.07.2013. Accordingly, the said advertisements were published in the said newspapers.

3. After completion of the programme, Commissioner, I&PR, vide reference first, second and third read above, forwarded the bills to IT&C Dept for payment of the same to various agencies as mentioned hereunder:

S.No.	Name of the Newspaper	Name of the Agency	Amount (Rs.)
1	Deccan Chronicle	Catalysis Advertising India Private Limited	16,89,600/-
2	Sakshi combined edition	Adbridge Communications India Pvt Ltd	19,69,275/-
3	New Indian Express Hyderabad Edition	Touchstone Advertising Private Limited	3,30,000/-
		<b>TOTAL</b>	<b>Rs.39,88,875/-</b>

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4. Government, after careful examination, hereby accord, sanction and release of an amount of Rs.39,88,875/- (Rupees Thirty Nine Lakhs Eighty Eight Thousand Eight Hundred and Seventy Five only) to the agencies as mentioned at Para.3 above towards advertisement charges.

5. The amount sanctioned and released at Para.4 above shall be debited to the following Head of Account:

3451 : Secretariat Economic Services  
MH 090 : Secretariat  
GH (11) : Normal State Plan  
SH (22) : IT&C Department  
260 : Advertisements, Sales and Publicity Expenses

6. The Joint Director (Admn) & DDO, IT&C Department shall draw the amount of Rs.39,88,875/- (Rupees Thirty Nine Lakhs Eighty Eight Thousand Eight Hundred and Seventy Five only) sanctioned in Para.4 above and arrange for payment after duly applying the TDS in favour of the respective agencies as mentioned here under:

S.No.	Name of the Agency	Amount (Rs.)
1	Catalysis Advertising India Private Limited	16,89,600/-
2	Adbridge Communications India Pvt Ltd	19,69,275/-
3	Touchstone Advertising Private Limited	3,30,000/-
	<b>TOTAL</b>	<b>Rs.39,88,875/-</b>

7. The above agencies shall submit an advance stamped receipt for an amount of Rs.39,88,875/- (Rupees Thirty Nine Lakhs Eighty Eight Thousand Eight Hundred and Seventy Five only) to the Department in duplicate.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**SANJAY JAJU**  
**SECRETARY TO GOVERNMENT**

To

M/s. Catalysis Advertising India Private Limited, Hyderabad  
M/s.Adbridge Communications India Pvt Ltd, Hyderabad  
M/s.Touchstone Advertising Private Limited, Hyderabad  
The Commissioner, I&PR Dept, Hyderabad  
The Accountant General (Audit), Andhra Pradesh, Hyderabad  
The Accountant General (A&E), Andhra Pradesh, Hyderabad  
The Director of Treasuries and Accounts, Andhra Pradesh, Hyderabad  
The Deputy Pay and Accounts Officer, Secretariat Branch, Hyderabad  
The Pay and Accounts Officer, Andhra Pradesh, Hyderabad  
The Resident Audit Officer O/o Pay and Accounts Officer, Hyderabad  
The JD (Admn) & DDO, IT&C Department

Copy to:

Fin. (EXPR-GAD II) Department  
S.F./Spare

// FORWARDED : : BY ORDER //

**SECTION OFFICER**